

STIHL Inc. Partners with Mirakl to Launch Dealer-Focused Ecommerce Platform with Proven Technology

Outdoor Power Equipment Brand Empowers Its 10K+ Authorized Dealer Network to Sell Directly on STIHLUSA.com, Delivering Seamless Shopping Experience

BOSTON , MA, UNITED STATES, March 4, 2026 /EINPresswire.com/ -- Today [STIHL](#) Inc., the global leader in outdoor power equipment for forestry, landscaping and residential use,

announced its new dealer-focused marketplace powered by [Mirakl](#), the leader in marketplace and dropship solutions. The new marketplace will unify and accelerate STIHL Inc.'s dealer-fulfilled ecommerce strategy, providing customers with comprehensive product availability, and a



consistent shopping experience while enabling fulfillment on orders from 10,000+ trusted US authorized dealers. Dealer onboarding has already begun and will continue through 2026 and beyond to support dealers who decide to participate.

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By partnering with Mirakl, we're giving our dealers modern technology they need to compete in today's digital market to provide customers confidence from purchasing through authorized local dealers.”

Rob Jensen, Director of Ecommerce and Insights

With this unified approach, STIHL Inc. maintains its commitment to selling exclusively through authorized independent dealers and ensures outstanding service and support nationwide.

"STIHL Inc.'s extensive authorized dealer network is the backbone of our business and our connection to local

communities and customers," said Rob Jensen, STIHL Inc. Director of Ecommerce and Insights. "By partnering with Mirakl, we're giving our dealers the modern technology they need to compete in today's digital market while maintaining the personalized service that has defined the STIHL brand for generations. This transformation ensures that our customers can easily access a range of STIHL products with convenient and flexible options for order pickup—and eventually delivery—with the confidence that comes from purchasing through an authorized

local dealer."

The launch encompasses the complete end-to-end commerce experience, including customer-facing shopping capabilities, dealer onboarding and management tools, and integrated payment processing—enabling STIHL Inc.'s US-based dealer network to flourish in the digital economy while maintaining their local presence and customer relationships.



Mirakl's proven expertise in enabling dealer-fulfilled marketplace models was important to STIHL Inc.'s selection. The platform's dealer-facing technology and track record with other manufacturers operating similar dealer network models provided STIHL Inc. with confidence that STIHL Dealers could successfully adopt modern commerce technology.

"Manufacturers with strong dealer networks need technology that empowers their retailers, not replaces them. Our expertise in enabling dealer-fulfilled marketplace models was critical to STIHL's future growth. We're honored to support STIHL Inc. in setting a new standard for how manufacturers can leverage digital commerce to strengthen such networks." said Scott Eckert, CEO of the Americas at Mirakl.

About STIHL Inc.

As the #1 selling brand of gas- and battery-powered handheld outdoor power equipment in America among U.S. professional landscapers*, STIHL is renowned for its legacy of innovation, durability, and performance. From chainsaws and trimmers to blowers and mowers, STIHL products are trusted by professionals and homeowners alike and are sold through a network of more than 10,000 authorized local STIHL Dealers—not big box stores. STIHL Inc., the U.S. affiliate of the global STIHL Group, employs more than 2,300 people and manufactures over 100 STIHL models at its 150-acre campus in Virginia Beach, VA.

*"Number one selling brand" is based on 2007-2024 syndicated and commissioned surveys and 2023-2024 surveys conducted by Irwin Broh Research of the U.S. professional landscaper and tree care markets.

About Mirakl

Mirakl is the global leader in marketplace and dropship solutions, helping organizations transform their eCommerce strategies and unlock new revenue streams. With proven expertise in dealer-fulfilled models, B2B and B2C marketplaces, and enterprise commerce, Mirakl powers some of the world's most innovative commerce experiences. For more information, visit

mirakl.com.

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